

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, comprising:

determining ~~payment information~~ cost-per-action values associated with a plurality of graphical advertisements to be electronically provided to users at remote user devices via a ~~communication network~~ the Internet, the advertisements being associated with a number of different advertisers;

determining user ~~response information~~ user purchase frequency for each advertisement, the user ~~response information~~ user purchase frequency being associated with an action taken by a user in response to an advertisement; and

selecting at least one of the advertisements based on the ~~payment information~~ cost-per-action values and the user ~~response information~~ user purchase frequency, wherein the remote user device locally determines when the advertisement will be displayed based on contextual information associated with information being accessed by a user.

2. (Original) The method of claim 1, wherein the selection of the advertisement is not based on information received from a remote user device.

3. (Canceled)

4. (Currently Amended) The method of claim [[3]] 1, wherein said selecting comprises:

selecting the advertisement based on the [[cost-per-click value]] cost-per-action value
multiplied by the [[click-through-rate value]] user purchase frequency.

5. (Canceled)

6. (Original) The method of claim 1, further comprising:

displaying the selected advertisement to a user.

7. (Currently Amended) The method of claim 1, further comprising:

transmitting information about the advertisement to [[a]] the remote user device.

8-9. (Canceled)

10. (Currently Amended) An apparatus, comprising:

a processor; and

a storage device in communication with said processor and storing instructions adapted to
be executed by said processor to:

determine ~~payment information~~ cost-per-action values associated with a plurality
of graphical advertisements to be electronically provided to users at remote user devices

via a ~~communication network~~ the Internet, the advertisements being associated with a number of different advertisers;

determine user ~~response information~~ user purchase frequency for each advertisement, the user ~~response information~~ user purchase frequency being associated with an action taken by a user in response to an advertisement; and

select at least one of the advertisements based on the ~~payment information cost-per-action values~~ and the user ~~response information~~ user purchase frequency, wherein the remote user device locally determines when the advertisement will be displayed based on contextual information associated with information being accessed by a user.

11. (Currently Amended) A medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

determining ~~payment information cost-per-action values~~ associated with a plurality of graphical advertisements to be electronically provided to users at remote user devices via a ~~communication network~~ the Internet, the advertisements being associated with a number of different advertisers;

determining user ~~response information~~ user purchase frequency for each advertisement, the user ~~response information~~ user purchase frequency being associated with an action taken by a user in response to an advertisement; and

selecting at least one of the advertisements based on the ~~payment information cost-per-action values~~ and the user ~~response information~~ user purchase frequency, wherein the remote user device locally determines when the advertisement will be displayed based on contextual information associated with information being accessed by a user.

12-35. (Canceled)

36. (New) The medium of claim 11, wherein the cost-per-action values comprise bid amounts received from the different advertisers in connection with particular contextual information.

37. (New) The medium of claim 36, wherein said selecting is further based on an advertisement rule.

38. (New) The medium of claim 37, wherein the contextual information comprises at least one of: (i) a keyword, (ii) a search term, or (iii) uniform resource locator information.

39. (New) The medium of claim 38, wherein said selecting is further based on supplemental information associated with the user.

40. (New) The medium of claim 39, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, and (iii) other advertising information that has been provided to the user.

41. (New) The medium of claim 40, wherein the graphical advertisement is transmitted to a user device via the Internet and is displayed to the user when the user device is not communicating via the Internet.

42. (New) The medium of claim 41, wherein execution of the instructions further results in, prior to said determining and selecting:

selecting an advertisement category based on keyword associated with remote information being accessed by the user;

providing an indication of the advertisement category to the user, wherein the indication of the advertisement category does not identify an advertiser; and

receiving from the user an indication that the user is interested in the advertisement category.

43. (New) The medium of claim 42, wherein a plurality of keywords are associated with a single advertisement category.